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ADAM SHAPIRO

PR Strategic Partner

Adam Shapiro partners with Linchpin to help clients enhance their public policy communications. As a broadcast journalist, his award-winning stories have appeared on CNN, CNBC, Headline News, and NBC television stations across the United States. His interest in public policy was stoked as press secretary for Governor Jim Hunt of North Carolina.

Adam has led communications efforts to build bipartisan support for bills before Congress, including the reauthorization of the Child Nutrition Act and the Maternal, Infant and Early Childhood Home Visiting program. He was also part of the advocacy team that fought for passage of the Early Learning Challenge Fund. His work has been recognized for excellence by the Public Relations Society of America, International Association of Business Communicators, National School Public Relations Association, The Communicator Award, North Carolina Associated Press and the Michigan Associated Press. He is considered "a go-to PR guy in town" by The Washington Post.

Adam is a graduate of the University of Missouri School of Journalism. He is a regular lecturer at George Washington University and American University on the role of modern communications in achieving strategic goals.

